

ABSTRACT OF THE DISCLOSURE

An electronic purchasing system, which can offer product information corresponding to the interest of users and can promote the sales of relating products by using mobile terminals, is provided. A
5 user purchases a first product by transmitting an order of the first product to a first seller system by operating a mobile terminal. The first seller system transmits order sheet data, in which a first product purchased record of each of the users and product information of second product(s) relating to the first product(s) purchased by each of the users
10 are described, to each of the mobile terminals. The user view the order sheet data on the mobile terminal, and when the user selects some second product(s), the order for the selected second product(s) is transmitted to a second seller system. The second seller system delivers the second product(s) to the mobile terminal of the user. The
15 second seller system pays a commission to the first seller system as an advertisement effect for the second product(s).